

Chapter I

Introduction

1.1. Background of the Study

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

Tourism industry includes :

- a) Tourist attraction, a recreation place where tourist visit its show. Beach, mountain, museum, zoo, temple, and theme park are the examples of tourist attraction.
- b) Accommodation or a bulding built for tourist staying in their tour such as hotel, motel, cottage, resort, inn, guest house, home stay, and camp.
- c) Transportation that the tourist use to travel from one point to another such as : bus, plane, train, car, bike, and ship.
- d) Travel Documents include : Passport, VISA, and Healt Certificate.

As mentioned above, one of the Tourism Industry element is tourist attraction which have very important purpose of amusing the tourist by showing various kind of entertainment such us traditional art, prehistorical art, view, animals, plants, music, dance, and other.

Traditional art is an element of art that is a part of people's lives in a particular people, tribe, nation, or nation. Traditional is action and behavior that comes out naturally because of the needs of previous ancestors. Tradition is part of the traditional but can be destroyed because of the willingness of the people to follow the tradition.

The angklung is a musical instrument from Indonesia that's made of 2 or more bamboo tubes attached to a bamboo frame. Each tube is tuned to a specific octave. The instrument is held with one hand at the top of the frame, while the other hand near the bottom shakes it to make the sound. Three or more performers create an angklung ensemble. Each person plays a different note to make a song.

Saung Angklung Udjo was founded in 1966 by Udjo Ngalagena and his wife Uum Sumiati, with the intention of preserving and maintaining traditional Sundanese arts and culture. Located on Jalan Padasuka 118, East Bandung, West Java, Indonesia.

With an atmosphere of fresh air and surrounded by bamboo trees as it's signature, Saung Angklung Udjo become the best place to relax, beside that many bamboo creations produced there, from bamboo crafts to bamboo musical instruments were created there. Saung Angklung Udjo is one of the most famous cultural tourism destination and complete education, because Saung Angklung Udjo has a performance arena, a bamboo handicraft center and a workshop for bamboo musical

instruments. Besides that, the presence of Saung Angklung Udjo in Bandung became more meaningful because of his concern to continue to preserve and develop Sundanese culture - especially Angklung - to the community through education and training facilities.

Beside watching the show, at Saung Angklung Udjo the tourist may also enjoying other facilities there, such as the souvenir shop where they can buy shirt, pin, or even a set of angklung to play at home. And there's a also a restaurant named Dapur Angklung Café and Resto that serve various kind of Sundanese, National and International menu. As an International tourist attraction, Saung Angklung Udjo has to deliver the best service to their guests. Since communication is one of the key of best service, the employees have to be able to communicate with the tourist weather a local or an international tourist. And because of that, the employees need to understand English for a better communication with the international tourists.

English is a language—originally the language of the people of England. Today, English is the main language of the United Kingdom, Ireland, the United States of America, Canada, Australia, New Zealand and more than fifty other countries. (Interestingly, English is NOT the official language of the USA, though it is the official language of some US states.)

Worldwide, there are over 400 million native speakers of English, and over one billion more people speak it as a second language. English is probably the third language in terms of number of native speakers (after Mandarin and Spanish); and probably the most widely spoken language on the planet taking into account native and non-native speakers. Consequently English is sometimes described as a "world language" or a "global lingua franca". It is the world's most widely-used language in international business and telecommunications, newspaper and book publishing, scientific publishing, mass entertainment and diplomacy.

Communication is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject. The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

Communication is the imparting or exchanging of information by speaking, writing, or using some other medium or the successful conveying or sharing of ideas and feelings. As this definition makes clear, communication is more than simply the transmission of information. The

term requires an element of success in transmitting or imparting a message, whether information, ideas, or emotions.

A communication therefore has three parts: the sender, the message, and the recipient. The sender 'encodes' the message, usually in a mixture of words and non-verbal communication. It is transmitted in some way (for example, in speech or writing), and the recipient 'decodes' it. Of course, there may be more than one recipient, and the complexity of communication means that each one may receive a slightly different message. Two people may read very different things into the choice of words and/or body language. It is also possible that neither of them will have quite the same understanding as the sender.

In face-to-face communication, the roles of the sender and recipient are not distinct. The two roles will pass back and forwards between two people talking. Both parties communicate with each other, even if in very subtle ways such as through eye-contact (or lack of) and general body language. In written communication, however, the sender and recipient are more distinct.

1.1.2. Categories of Communication :

There are a wide range of ways in which we communicate and more than one may be occurring at any given time.

The different categories of communication include :

- 1) Spoken or Verbal Communication, which includes face-to-face, telephone, radio or television and other media.

- 2) Non-Verbal Communication, covering body language, gestures, how we dress or act, where we stand, and even our scent. There are many subtle ways that we communicate (perhaps even unintentionally) with others. For example, the tone of voice can give clues to mood or emotional state, whilst hand signals or gestures can add to a spoken message.
- 3) Written Communication: which includes letters, e-mails, social media, books, magazines, the Internet and other media. Until recent times, a relatively small number of writers and publishers were very powerful when it came to communicating the written word. Today, we can all write and publish our ideas online, which has led to an explosion of information and communication possibilities.
- 4) Visualizations: graphs and charts, maps, logos and other visualizations can all communicate messages.

An employee is an individual who was hired by an employer to do a specific job. The employee is hired by the employer after an application and interview process results in his or her selection as an employee. This selection occurs after the applicant is found by the employer to be the most qualified applicant to do the job. This is always a risk that the employer takes because they need to employ people who can do the work required to perform a particular job. You can only learn just so much in

an interview and selection process. The rest you learn after the employee starts the job.

The terms of an individual's employment are specified by an offer letter, an employment contract, or verbally. In a non union workplace, every employee negotiates on their own the terms of their employment. Many do not negotiate at all by choosing to accept the offer that the employer makes to them. Others ask for \$5,000 more to see if they can start with a higher salary.

In workplaces that are represented by a union, the collective bargaining agreement covers most aspects of an employee's relationship with the workplace including compensation, benefits, hours of employment, sick time off, and vacation. The contract also protects the rights of the unionized employee and gives the employee options to grieve workplace treatment. The existence of the contract takes away the employee's individual right to negotiate his salary.

Most employees who work in service or product creating roles have a narrow range of potential salary offers since their jobs are defined with a salary range and benefits in mind. Employees who are senior leaders and managers are more likely to receive their job offer in an employment contract.

Since a lot of international tourist visit Saung Angklung Udjo and it's other facilities, the employees must master good and correct English to prevent miscommunication, especially the ticketing staff who serve the

guest in the first line of service. Based on all the explanation above, the author will do a research related to the English Skill of Ticketing Staff in serving the international tourist.

1.2. Identification of the Problems

Based on background which has been conveyed by the writer, there are several problems in communicating using English, one of them is lack of speaking skill and vocabularies, also lack of confident when communicate with foreign tourist. Therefore, the Ticketing staff to improve their speaking skill to prevent any kind of miscommunication and keep the best service.

1.3. Limitation of the Study

The study will focused only to the Ticketing Staff at Saung Angklung Udjo in order to obtain the best result.

1.4. Research Problems

Two questions are come out from the background and identification of the problems explained above :

1. What problems are faced by the ticketing staffs in speaking English to the tourists?
2. What kind of learning programs provided by the company to improve their staff's English speaking skill?

1.5. Objectives of the Study

- a) To know what problems are faced by the ticketing staffs in speaking English to the tourist.

- b) To know what kind of learning programs provided by the company to improve their staff's English speaking skill especially the ticketing staffs.

1.6. Significances of the Study

This study is expected to give benefits which are divided into two aspects. They are theoretical and practical benefits.

1. Theoretically: Through this research, it is expected to provide input or information (reference) and consideration in improving the ticketing staff speaking skill.
2. Practically: the result of the study is expected to be as follows:
 - a) For the company, This research is expected to provide input as a reference in developing a more varied use of method of improving the ticketing staff speaking skill.
 - b) For the ticketing staff, this study can be used to improve understanding and quality of their speaking skill.